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Awards and Recognitions

This end-of-the-year meeting is when we celebrate what we have accomplished with our hard work. It is another way to reward those who have contributed so much of their time and energy to our chapter.

This session is casual, festive, and fun. Although this meeting is a serious effort to acknowledge all of the wonderful achievements and hard work of our members, we always have a wonderful time. Nonmembers are welcome. Who knows, we may even encourage more volunteers to help us next year.

Save the Date: Thursday, May 20

- **Where:** Smokin' – A Barbecue Place, 4699 E. Speedway (northwest corner of Speedway and Swan).
- **Registration:** 5:30 to 6 p.m.
- **Meeting:** 6 to 8 p.m. Award presentations, networking, food and refreshments.
- **Cost:** Free to members, \$15 for nonmembers. *Never attended a Southern Arizona Chapter meeting? Use the **\$5 Off Coupon** on page 3!*
- **RSVP:** Send an e-mail message to Helen Marty (hmarty@cox.net) by 4 p.m. Monday, May 17. *No-shows will be billed. Walk-ins are always welcome, but we cannot guarantee a meal.*

2004/2005 Planning Meeting

Join us for a lively brainstorming session. We need you and we want to meet your needs! Please bring your thoughts, concerns, and suggestions for your STC chapter. If we can develop ideas and put plans in place – we have the summer to bring them to fruition. This is your time to guide the direction our chapter should take next year!

Save the Date: Saturday, June 5

- **Where:** Morris K. Udall Park, Regional Center Building, Meeting Room 3. From the Tanque Verde and Sabino Canyon intersection, go east to the park entrance, turn right, and follow the driveway to the Regional Center Building at 7200 E. Tanque Verde Road. Both the park and the building are on the south side of Tanque Verde Road, east of Sabino Canyon.
- **When:** Saturday, June 5 from 8:30 a.m. to 12:30 p.m.
- **Cost:** Free to members and nonmembers. A big breakfast with coffee will be provided!
- **RSVP:** E-mail Kitty Aughey at kaughey@cox.net by 4 p.m Monday, May 31. ■

**Mission statement for
STC's Southern
Arizona Chapter:**

*Creating and supporting
a forum for communities
of practice in the
profession of technical
communication.*

Clip and Save:

Chapter Program Schedule

Southern Arizona Chapter – 2003/2004

September 11:

Network and Nibble

October 9:

Trends in Technical Communication Panel Discussion *

November 13:

Getting User Input During Development, Not After

December 11:

Holiday Party and Silent Auction

January 23:

National STC Board Meeting

February 12:

Whine and Cheese

March 11:

Intuit's Knowledge Management Implementation

April 8:

Avoid Clichés Like the Plague

May 20:

Recognition party and awards

June through August:

Summer sabbatical

Unless otherwise noted, programs are held on the second Thursday of each month at the Courtyard by Marriott, 201 S. Williams Blvd. (in the Williams Centre near Broadway and Craycroft, in Tucson, Arizona). Program schedule is subject to change without notice; for up-to-date meeting information, visit www.stc-saz.org.

* Handouts for this meeting available at www.stc-saz.org/resources.html. ■

Don't belong to the STC yet? Want to just check out our chapter? Clip this coupon to save \$5.

STC, Southern Arizona Chapter

Nonmember \$5 Off Coupon

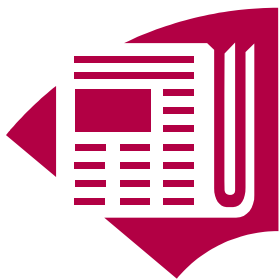
Save \$5 at Your First Meeting

We encourage nonmembers to attend a chapter program to learn about the STC and the Southern Arizona Chapter. Bring this completed coupon to the first chapter program you attend, and you'll save \$5 off the cost of admission.

Name (please print): _____

E-mail address: _____

Date of program: _____



Thanks for a Great Year

Pat Markey, President

As we finish this year of our chapter's activities, I want to take this opportunity to let you know how much I appreciate the opportunity to have been President.

I have received far more than I have given. What we do is the result of the efforts of many people. Thanks to all of you who make this chapter so productive. We did a great job this year, our "Year of Member Services," as we built on what we had accomplished in prior years. Recognition for jobs well done is important. So don't forget to join us Thursday, May 20 at Smokin' to celebrate all of our hard work.

Next year will be better yet. Kitty Aughey, incoming President, will hold the annual planning meeting on June 5. We are serious about providing the best experience we can for our members, and we need your help. Spend as much or as little time as you wish, but lend us your talents and skills. The rewards are endless. ■



Interest Survey Results

Pat Markey, President

From April 5 to April 23 of this year, we conducted our annual interest survey to determine what was of most value and interest to local communicators. The interest survey was open to both STC members and nonmembers. Because last year's survey received a low response rate when it was published in *The Border Line* (13 participants), we decided to publish this year's survey on our chapter Web site. It was a good decision; this year 29 people responded, most of whom did so after a gentle reminder from our ListServ. Thanks to all who participated.

The survey contained two types of questions to determine which aspects of STC are of most value and what specific topics are of interest. *...cont'd*



Survey Results

The top benefits of STC membership in descending order of importance were:

1. Keeping up with industry changes and trends
2. Networking
3. Professional development opportunities
4. Employment opportunities
5. Updating job skills
6. Chapter newsletter, *The Border line*
7. STC's magazine, *Intercom*
8. The chapter Web site www.stc-saz.org

The top two reasons people attended program meetings correlates perfectly with what they perceived as the top benefits:

1. Exploring new ideas related to the profession
2. Networking

The top two reasons that people **did not** attend program meetings were:

1. The topics were not of interest
2. Conflicts with other obligations

Some comments as to why people do not come to meetings:

- *"Topics are either too basic or not really relevant to my area."*
- *"...the need to reserve in advance and...don't want to get stuck with paying if I can't attend."*

Selected comments for *Describe the best chapter event you have ever attended...*

- *"...Whine and Cheese..."* (received three commendations)
- *"...Cia Romano's Web Usability"*
- *"...Recognition event at the end of the year"*
- *"Intuit Knowledge Management..."*
- *"Last year's editing presentation..."*

Selected comments for *If you were to change one thing about STC programs...*

- *"Ensure that the programs end PROMPTLY at 8:30 p.m..."*
- *"The ability to reserve on the day of the meeting and still get dinner"*
- *"Stay away from presentations of someone's prognostications about future trends..."*
- *"Lots of interesting topics but they need to provide VALUE to the audience (relate to jobs)"* ...cont'd



Survey Results, continued

Topics of interest appeared in three groups: preferred professional skills, basic tools, and hot topics. The most important professional skills in descending order of importance were:

1. Information design
2. Usability and human factors
3. Graphics/visual design
4. Web design and publishing
5. Instructional design
6. Using documentation or software tools

The most important basic tools in descending order of importance were:

1. Adobe Acrobat (*This is interesting because Acrobat was at the top of the list last year also, but when we offered a half-day workshop this year, only four people signed up.*)
2. FrameMaker
3. Graphics and visual communication
4. Project management
5. Style guides, standards, and document specifications
6. Dreamweaver
7. Flash
8. XML

The most important hot topics in descending order of importance were:

1. Content management
2. Future trends in the profession
3. Designing information
4. Knowledge management
5. Analyzing audiences
6. Creativity and inspiration
7. Designing usable products

We will use these results to determine the topics for our meetings and workshops next year. So put on your thinking caps and join us for the Annual Planning Meeting on June 5 (see the cover page of this newsletter for details).

Contact Pat Markey at pat.markey@comcast.net if you would like a copy of the tabulated results of this survey. ■



Chapter Announcements

New Chapter Officers

Helen Marty, Immediate Past President

The Tellers committee is pleased to announce the election of the Southern Arizona chapter offices for fiscal year 2004–2005. Of the 70 ballots that were mailed to eligible voting members, we received 24 unanimous ballots or 29.5% of the membership:

- President – **Kitty Aughey**
- Vice President – **Carrie Cooper**
- Treasurer – **Richard Cook**
- Secretary – **Robert Epstein**

Congratulations to our new officers. We know they'll make significant contributions to our chapter and to the technical communication community.

I'd also like to thank the other members of the Nominating and Tellers committees, **Rick House** and **Judy McCabe**, for all their work on this election.

I'm Going on Vacation!

The Border Line, Chapter Newsletter

Whew! After a fairly hectic 2003/2004 season, I am taking a well-deserved summer break. I'll be hanging out with vacationing *School Crossing – 15 MPH* signs and empty school buses, which means you won't see me again until summer's almost over.

If you want to contribute an article to me, please do so by **Friday, August 27**. (You have the entire summer to come up with something!) Send your article via e-mail to stc@ultrasw.com. See you in September! ■



Odds 'n Ends

LavaCon 2004

Juggling too many projects? LavaCon, the International Conference on Technical Project Management, is a conference produced by technical project managers for technical project managers.

LavaCon 2004: Managing Projects in a Recovering Economy is now open for registration. The conference will be held in New Orleans, September 26 through 30, 2004. For more information, visit www.lavacon.org. ■

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About the Newsletter

The Border Line is the official publication of the Southern Arizona chapter of the Society for Technical Communication (STC-SAZ). Issues are published monthly from September to May. The design and layout of this newsletter are copyright STC, 2004.

Submissions

We welcome contributions, book and product reviews, letters, and articles that are relevant to the field of technical communication. The submission deadline for the next (September) newsletter is **Friday, August 27**. Your text may be edited to conform to style guidelines and space restrictions of the newsletter.

Send submissions by e-mail (Word file or RTF) to the [Editor](#). Include your name and telephone number. By submitting an article, you implicitly grant a license to this newsletter to run the article and you permit other STC publications to reprint it without permission. Unless otherwise noted, authors retain copyright.

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Distribution

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About the STC

Our Mission...Designing the Future of Technical Communication

The Society for Technical Communication (STC) is the world's largest professional association for anyone whose job involves communicating technical information. Contact the STC at 901 N. Stuart St., Ste. 904, Arlington, VA 22203-1822. Phone: (703) 522-4114; Web: www.stc.org

Chapter Contacts

Administrative Council

President

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Vice President

Kitty Aughey: kaughey@cox.net

Secretary

Brenda Huettner: bphuettner@aol.com

Treasurer

Richard Cook: rcook6701@yahoo.com

Immediate Past President

Helen Marty: hmarty@cox.net

Committee Contacts

Bylaws Committee

Chair – Carrie Cooper: carrie.cooper@acs-inc.com

Communications Committee

Chair – Brenda Huettner: bphuettner@aol.com

Community Outreach – Brenda Huettner: bphuettner@aol.com

Publicity – Sally Adams: sallya@theriver.com

Newsletter – Jutta Holzhaus: stc@ultrasw.com

Web site – Dirk J. Arnold: nospam@spreck.com

Competitions – Brenda Huettner: bphuettner@aol.com

Nominating Committee

Chair – Helen Marty: hmarty@cox.net

Membership Committee

Employment – Paul Veverka: paul.veverka@misyshealthcare.com

Membership – Judy McCabe: caribe966@aol.com

Database – Richard Cook: rcook6701@yahoo.com

Program Committee

Chair – Kitty Aughey: kaughey@cox.net

Facilities – Helen Marty: hmarty@cox.net

Past Presidents

of the Southern Arizona Chapter

1998/1999 – Dirk Arnold

1999/2000 – Debra Crawford

2000/2001 – Barbara Fraps

2001/2002 – Brenda Huettner

2002/2003 – Helen Marty